

# LUXURY

LAS VEGAS

Luxury Las Vegas continues to be Las Vegas' premier metropolitan magazine offering

EXTRAORDINARY LIVING FOR

## Extraordinary Lives



For questions regarding advertising, call the Sales Department at 702.224.5535.  
For questions regarding ad preparation or production, call the Creative Department at 702.387.5235.

PLEASE SEND ALL MATERIALS TO:  
1111 West Bonanza Rd, Las Vegas NV 89106-3545.

Luxury Las Vegas is CAC Audited.

LuxuryLV.com

MEDIA KIT  
2017

## ABOUT US

Established in 2003, Luxury Las Vegas magazine has become the dominant force serving the Southern Nevada marketplace as Las Vegas' premiere, high-end lifestyle magazine. Each month we present our devoted readership with an exclusive look at the latest fashion and beauty trends, newest gourmet food and wine hot spots, amazing home and architecture features, art and culture news, and, of course, profiles of the city's who's who.

A full-color, 8.5" x 11" magazine with 55,000 copies distributed monthly, Luxury Las Vegas magazine targets the most affluent residents of Southern Nevada. If you aspire to live the life of a luxurista, then this is the publication you should be reading.



## DEADLINES

ISSUE DATE	EDITORIAL CALENDAR	SPACE AND MATERIALS	FINAL APPROVAL
FEBRUARY	Health & Beauty	01.09.17	01.16.17
MARCH	Spring Fashion	02.06.17	02.13.17
APRIL	Real Estate	03.06.17	03.13.17
MAY	Power Influencers	04.03.17	04.10.17
JUNE	Food & Wine	05.08.17	05.15.17
JULY/AUG	Men's Issue	06.05.17	06.12.17
SEPTEMBER	Fall Fashion	08.07.17	08.14.17
OCTOBER	Philanthropy	09.04.17	09.11.17
NOVEMBER	Holiday Gift Guide	10.09.17	10.16.17
DEC/JAN	Art, Innovation & Design	11.06.17	11.13.17

## AD RATES

SIZE	OPEN	3 ISSUES	6 ISSUES	10 ISSUES
BACK COVER	\$5,301	\$4,788	\$4,309	\$3,767
INSIDE COVER	\$4,743	\$4,284	\$3,856	\$3,366
SPREAD	\$4,883	\$4,410	\$3,969	\$3,465
1/3 SPREAD	\$3,906	\$3,528	\$3,175	\$2,772
FULL PAGE	\$2,790	\$2,520	\$2,268	\$1,980
2/3 PAGE	\$2,093	\$1,890	\$1,701	\$1,485
1/2 PAGE	\$1,674	\$1,512	\$1,361	\$1,188
1/3 PAGE	\$1,116	\$1,008	\$ 907	\$ 792

\* 2/3 page vertical only.

Prices are quoted at net rates. For guaranteed placement, add 15% to ad space units. Insert rates and special projects available upon request. Credit cards accepted.

1/3 spread: This position is a "book end" position. 1/3 ad resides on the left and the full page is on the right page. Positions available in premium placements only. Call for availability.

## AD SIZES

SPREAD	Live: 16.25 x 10.25	Trim: 16.75 x 10.875	Bleed: 17.25 x 11.375	2/3 PAGE	4.775 x 9.875	1/3 PAGE	2.325 x 9.875
				1/2 PAGE	3.550 x 9.875		4.775 x 4.875
					7.225 x 4.875	1/6 PAGE	3.2125 x 3.000
					4.775 x 7.250		

## DIGITAL AD RATES

Customized digital programs available to meet your individual needs and target your audience.

## DEMOGRAPHICS

GENDER	FEMALE	50.7%	VEHICLE OWNERSHIP	ONE	21.6%
	MALE	49.3%		TWO	51.3%
				THREE+	12.9%
MARITAL STATUS	MARRIED	61.9%	Most readers own two or more vehicles.		
	SINGLE & OTHER	38.2%	MEDIAN AGE	50.5	
Nearly two-thirds of readers are married.			Nearly two out of three readers are between 35 and 64.		
NUMBER OF ADULTS	ONE	13.9%	AVERAGE HOUSEHOLD INCOME		
	TWO	49.4%	CLARK COUNTY RESIDENT		
	THREE+	36.8%	LUXURY READER		
Note the large number of 2+ adult households.			\$69,600		
CHILDREN AT HOME	0	62.0%	\$102,000		
	ONE	12.1%	Our readers have an average household income that is 47% above that of Clark County residents.		
	TWO	18.4%			
	THREE+	7.6%			

For the most part, we're talking about people who no longer have the financial responsibility of child rearing. Those with children tend to have older children.

NUMBER OF INCOMES	ONE	27.3%
	TWO	32.1%
	THREE+	21.1%
	RETIRED	21.3%

The high level of multi-income families and retirement income suggests a great deal of disposable personal income.

EDUCATION	SOME COLLEGE	42.8%
	COLLEGE DEGREE	13.9%
	ADVANCED COLLEGE	12.1%

Two out of three have some college education.

HOME OWNERSHIP	OWN	66.4%
	RENT	33.1%

Two out of three Luxury readers are home owners.

Sources: Scarborough Research, Release 1, 2016

Experience  
**LUXURY**  
wherever you are



Get Social  
WITH US

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**LUXURY**  
LAS VEGAS